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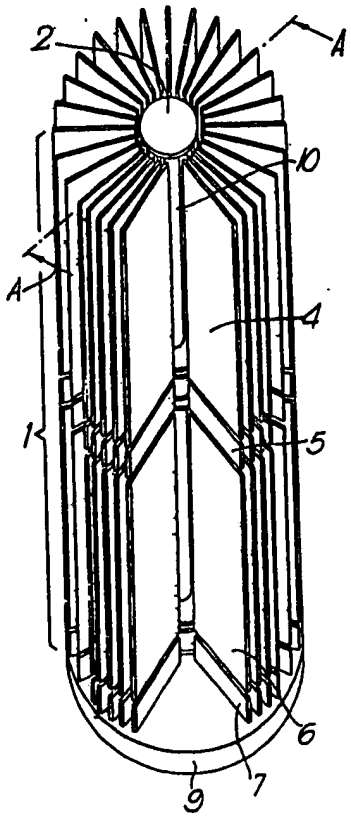
(54) **Wallcovering display apparatus**

(57) A display apparatus particularly for displaying decorative wallcoverings or wall finishes comprises a series of sequentially arranged display elements, the series being rotatable about a vertical axis of rotation, each display element having a display carrying surface defining the front of the element, which surface is of a size such as to give a visual impression that it is a replica of a wall.

Fig.1.



The drawings originally filed were informal and the print here reproduced is taken from a later filed formal copy.

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Fig.1.

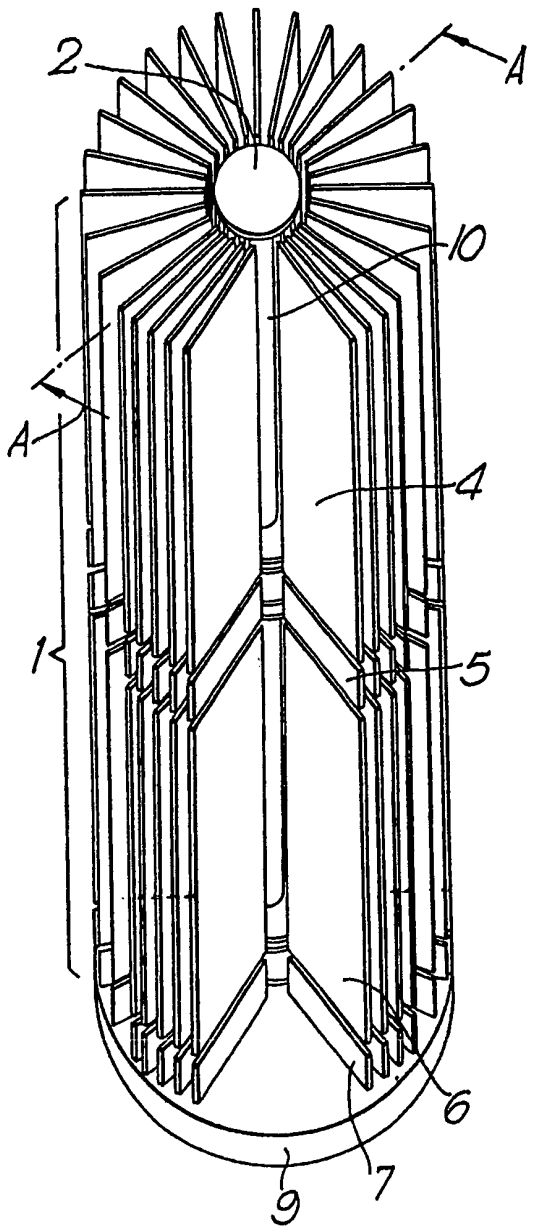

Fig.3.

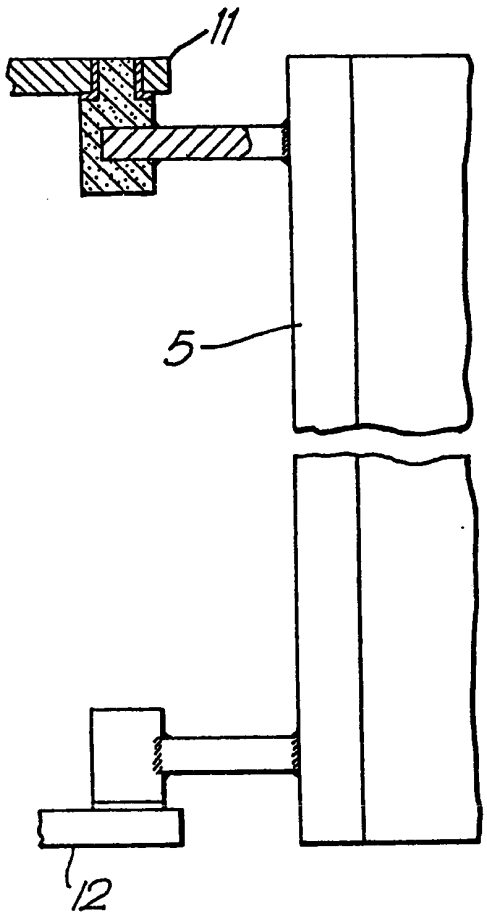

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Fig.2.

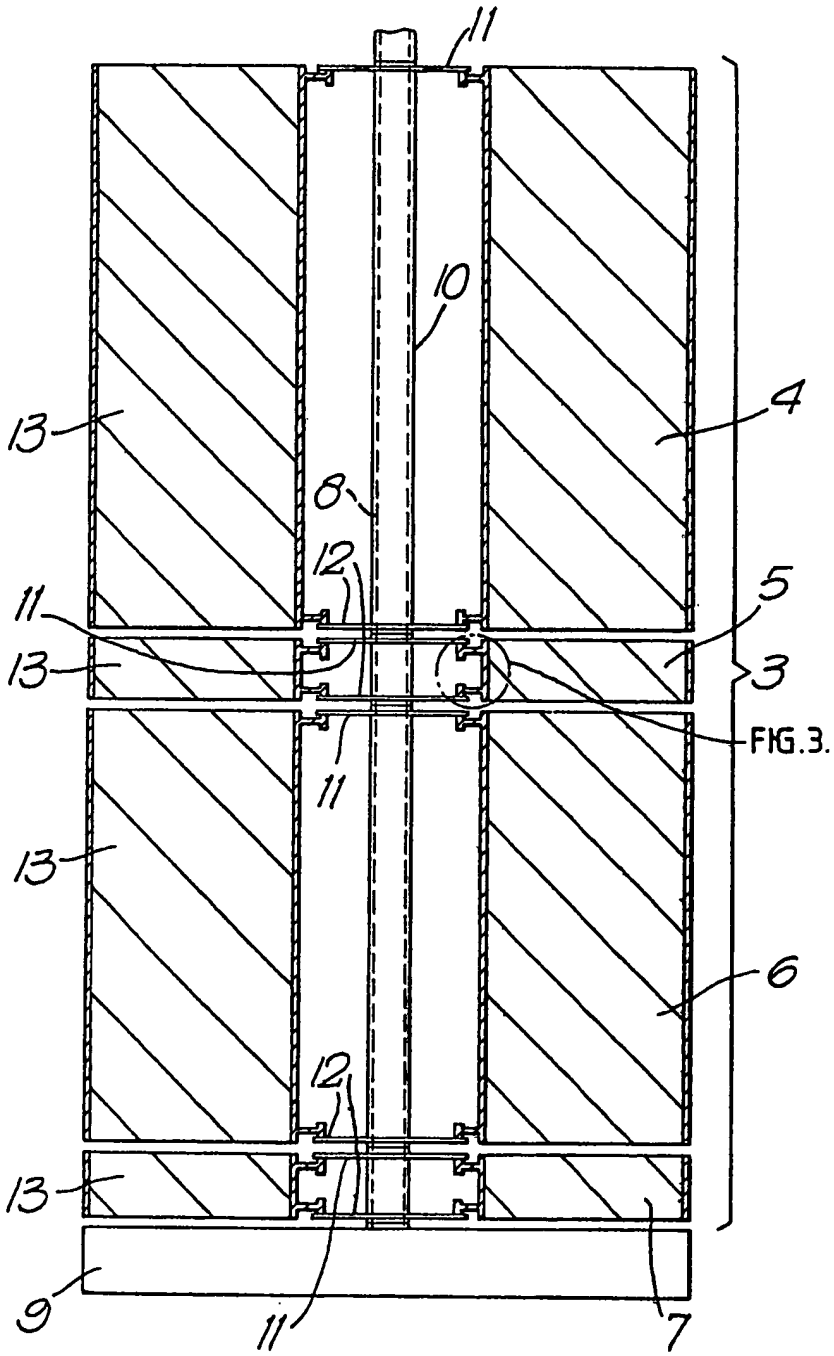

FIG.3.

SPECIFICATION

Display apparatus

This invention relates to display apparatus particularly for displaying decorative wall coverings or wall finishes.

Wallcoverings (for example wallpapers, ceramic tiles, wallboards and textiles) and wall finishes (for example varnishes and paints particularly emulsion paint) are often displayed for sale, in the former case in sample books, and in the latter case, on colour cards showing a small square of the paint colour. Prospective purchasers frequently experience difficulty in selecting such covers or finishes because they are unable to visualise how a large expanse of the covering or finish will appear in a decorated room.

A solution to this problem has now been achieved through a display apparatus that has large display surfaces resembling walls on which the covering or finish can be displayed.

According to the present invention there is provided display apparatus comprising a series of sequentially arranged display elements, the series being rotatable about a vertical axis of rotation, each display element having a display carrying surface defining the front of the element, which surface is of a size as to give a visual impression that it is a replica of a wall.

In practice, the display surfaces will not all carry the same wallcovering or finish.

A further difficulty experienced by prospective purchasers is that of matching or co-ordinating colours.

This problem can be overcome using the apparatus of this invention where horizontally each of the display carrying elements is divided horizontally through the display carrying surface into an upper and lower sub-element, each of which has a display sub-surface, the sub-elements being independently rotatable about the axis of rotation so as to allow for edge to edge comparison at the adjacent edges of the upper and lower sub-surfaces.

In one embodiment of this invention, the upper sub-surface is of the same size as the lower sub-surface. In this embodiment, sub-surfaces carrying different wallcoverings or wall finishes can be brought into juxtaposition so as to resemble a wall where the top part is decorated with one type of wallcovering or wall finish and the lower part is decorated with another type of wall covering or wall finish.

In a further embodiment of this invention, one display sub-surface is smaller than the other sub-surface. Where the upper sub-surface is substantially smaller than the lower sub-surface it can be used to resemble coving above a wall and where the upper sub-surface is substantially large than the lower sub-surface, the apparatus can be used to resemble a skirting board below a wall. In this way trials can be carried out with a variety of different combinations of walls and coving or skirting boards.

Where the sub-surfaces are different in size, preferably the upper sub-surface is larger than the lower sub-surface.

In yet a further embodiment of the invention, each display carrying element is divided horizontally into an upper, a middle and a lower sub-element so as to form three series of sub-elements, each of which is independently rotatable about the axis of rotation and allows for edge to edge comparison at adjacent edges of the upper, middle and lower sub-surfaces

Where the upper and lower sub-surfaces are of substantially the same size and are smaller than the middle sub-surface, the apparatus can be used to resemble coving and skirting above and below a wall.

Where the upper and lower sub-surfaces are substantially the same size and larger than the middle sub-surface, the apparatus can be used to resemble a wall having a central dado strip.

In a preferred embodiment, the display element is divided horizontally into an upper, two central and a lower sub-element. Each series of sub-elements is independently rotatable about the axis of rotation and allows for edge to edge comparison of adjacent edges of adjacent sub-surfaces. In this embodiment, preferably the upper and the lower middle sub-surfaces are of substantially the same size and are larger than the upper middle and lower sub-surface.

Preferably each display element has a second display-carrying surface defining the rear of the element.

In practice a minimum overall height for the display surface is 0.60m. In practice the maximum overall height is 3m.

In particular the overall height can be 1m, 1.5m, 2m or 2.5m.

In practice the overall width of the surface is at least 0.15m.

In practice the maximum width is 0.70m.

In particular it is 0.20m, 0.25m, 0.3m, 0.35m, 0.40m or 0.45m wide.

One embodiment of the invention will now be described with reference to the drawings.

Figure 1 is a perspective view of apparatus according to the invention.

Figure 2 is a section through A—— A of Figure 1

Figure 3 is an expanded view of the part of Figure 2 circled.

With reference to the drawings, the display apparatus can be seen to comprise a series of sequentially arranged display elements 1. The series is rotatable about a vertical axis of rotation 2. Each element has a display carrying surface generally indicated by 3. In Figure 2 defining the front of the element and is of a size such as to give a visual impression that it is a replica of a wall.

In this embodiment, each display element is divided horizontally through the display carrying surface into an upper sub-element 4, an upper-middle sub-element 5, a lower middle sub-element 6 and a lower sub-element 7.

Each series of sub-elements is independently rotatable about the central axis of rotation.

In this embodiment, the upper sub-element and the lower sub-element are substantially the same size and are substantially larger than the upper-middle and the lower sub-elements. In this way the lower-middle and lower sub-elements can be used o represent respectively a dado-rail and a skirting

board.

In the embodiment, the display elements rotate about a central spindle 8. The central spindle rises from a base element 9 and is fitted with a sleeve 10 that is divided into three parts. Each part corresponds with a series of sub-elements. Each part of the sleeve has an upper and lower flange 11 and 12 and the sub-element is attached to these flanges and its edge 13 nearest the axis of rotation, for pivotal movement about that edge.

Each display surface is of a size such as to give a visual impression that it is a replica of a wall. The overall height of the display surface 1 in the embodiment shown is 1.97 metres. The width of the surface is 0.345 metres. The height of the upper sub-surface 4 is 0.8 metres. The height of the upper-middle sub-surface is 0.1 metres. The overall height of the lower-middle sub-surface is 0.8 metres and the overall height of the lower sub-surface is 0.1 metres.

In this embodiment, each display element has a second display-carrying surface 13 defining the rear of the element.

In order to use the apparatus, to select a colour scheme, the user leafs through for example the upper series of sub-elements to select a sub-surface of the desired colour. The lower middle sub-element can then be rotated so that the effect of various dado rails can be tried out by bringing each of the lower middle sub-surfaces into juxtaposition with the chosen upper sub-element. The process can be repeated with the lower middle sub-element and the lower sub-element until the desired colour combination is selected.

CLAIMS

1. Display apparatus comprising a series of sequentially arranged display elements, the series being rotatable about a vertical axis of rotation, each display element having a display carrying surface defining the front of the element which surface is of a size such as to give a visual impression that it is a replica of a wall.

2. Apparatus as claimed in claim 1 where each of the display carrying elements is divided horizontally through the display carrying surface into an upper and lower sub-element, each of which sub-elements has a display sub-surface, the sub-elements being independently rotatable about the axis of rotation so as to allow for edge to edge comparison at the adjacent edges of the upper and lower surfaces.

3. Apparatus as claimed in claim 2 where the upper and lower sub-surfaces are of substantially the same size.

4. Apparatus as claimed in claim 2 where the upper sub-surface is larger than the lower surface.

5. Apparatus as claimed in claim 1 where each of the display carrying elements is divided into an upper, middle and lower sub-element, each of which sub-elements is independently rotatable about the axis of rotation so as to allow for edge to edge comparison at the adjacent edges of the upper, middle and lower sub-surfaces.

6. Apparatus as claimed in claim 5 where the upper and lower sub-surfaces are substantially the same size and smaller than the middle sub-surface.

7. Apparatus as claimed in claim 1 where the upper and middle sub-surfaces are of substantially the same size and are larger than the lower sub-surface.

8. Apparatus as claimed in claim 7 where each of the display carrying elements is divided into an upper, an upper-middle, a lower-middle and a lower sub-unit, where the upper and the lower middle sub-surfaces are substantially the same size and are larger than the upper middle and the lower sub-surface.

9. Apparatus as claimed in any one of claims 1 to 8 where each element has a second display carrying surface defining the rear of the element.

10. Apparatus as claimed in any one of claims 1 to 9 where each element is pivotable about its edge adjacent to the axis of rotation of the series about an axis parallel to that axis of rotation.

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